

Customer

Film Production Company

Industry

Entertainment/media

OBJECTIVE

A film production company wanted to increase video views of a movie's trailer and create buzz on social channels during the last two weeks before a movie launch.

SOLUTION

Reve Marketing rapidly conceptualized, developed and launched a social sweepstakes promotion for the production company. Typically sweepstakes programs just require users to register to enter a sweepstakes. However, to boost video views and increased word-of-mouth, Reve Marketing's unique solution:

- Entered participants into the sweepstakes only if they referred a friend to the trailer and the friend actually watched the video.
- Automatically tracked the end-to-end process for attribution and reporting.

Was constructed to protect against fraud, specifically to keep Internet bots from acquiring sweepstakes entries.



Our program with Reve Marketing was designed to incentivize people who were excited about our new film to share their enthusiasm with friends and family just in time for the holiday season. In need of a very quick turnaround, we required a reliable partner who could manage all aspects of the promotion quickly and efficiently. Reve Marketing delivered, and the success of the program is clearly reflected in the performance metrics.

— **VP Interactive Marketing, leading film production company**



RESULTS

